

Script for a video where my client promotes her online course

Who am I talking to?

- Women - 80%
- Men - 20%
- 22-40 years old
- They want to learn photography

Where are they now?

- They clicked on the video
- Solution aware
- Sophistication stage 5 - Experience, Niche down
- Current state
 - They are “pretty lost” - because they don’t know if this is a good idea
 - They might be looking for a mentor - because they know that it can accelerate their process
 - They want to do what they like/passion
 - They feel stuck - because they don’t know how to get clients as a photographer
- Dream State
 - They want to feel confident as a photographer
 - They want to be successful
 - They want to be a better photographer
 - They might want to start a business as a photographer
- Pain/desire - 3/10
- Do they trust the idea - 2/10
- Do they trust the person? - 0/10
- Solution - Join an online course to learn photography
- Product - Online Course

Where do I want them to go?

- I want to make them watch the video and then click on the website to sign in for the course

It’s translated from another language

What if I told you that you could gain the equivalent of 15 years of photography experience in just 3 months?

Our intensive 3-month online course offers a clear, step-by-step path to success, complete with full support throughout your journey.

Imagine having an unfair advantage over other beginners by avoiding every common mistake right from the start.

Enroll now to learn from a dedicated mentor and transform your passion for photography into a thriving career.

Don't miss this opportunity to fast-track your photography skills and achieve your goals.